

WARDS: ALL

AGENDA ITEM NO 16

DUDLEY METROPOLITAN BOROUGH COUNCIL

HALESOWEN AREA COMMITTEE - 30th MARCH 2005

REPORT OF THE DIRECTOR OF THE URBAN ENVIRONMENT

ST GEORGE'S DAY CELEBRATION – HALESOWEN TOWN CENTRE

1.0 PURPOSE

- 1.1 To advise Members on the progress made in the organisation of a procession to celebrate St George's Day in Halesowen Town Centre on the 23rd April 2005.

2.0 BACKGROUND

- 2.1 Members have suggested that a celebration be held to mark St George's Day. It is proposed that an annual event be staged, to be held at a different location in the Borough each year. Halesowen Town Centre will be the venue for the first of these events.

- 2.2 The Directorate of the Urban Environment has subsequently coordinated the preparation for this event. The event will fall into 2 parts; the first, a civic procession through the town centre led by the Mayor, and the second, an afternoon of themed musical entertainment organised by Dudley Performing Arts.

- 2.3 The programme proposed for the event is as follows;

11.00 Town crier arrives and promotes the celebration in the pedestrianised area of the town centre.

11.30 Informal street entertainments and flags distributed to spectators.

12.00 Mayoral procession (comprising the Mayor and scout band, with cadets as route marshals) starts from the new flagpole outside the Council House; along Great Cornbow to Somers Square; along the High Street to the Clock and returns to Somers Square, where the Mayor will officially open the celebrations.

12.20 Mayor judges best dressed shop front.

12.20 Musical celebrations begin at temporary stage set up in Somers Square and street entertainments (including face painting and medieval characters) will take place within the pedestrianised area of the town centre.

3.00 Town Crier finishes.

4.15 Celebrations finish.

2.4 The community must be the focus for this event; the town centre will be decorated with flags and bunting for the day, and town centre business are being invited to take part in a competition for best dressed shop front. All town centre business and stakeholders have been written to with details of the event and the Chamber of Trade has been involved in its planning.

2.5 There will be extensive media coverage for the celebration, particularly in the weeks leading up to the event.

2.6 In accordance with the requirements for such events, arrangements have been made for the provision of crowd control, security staff, marshals, first aid and radio communications. In addition, close liaison is taking place with the Police and street traders who are likely to be affected.

3.0 PROPOSAL

3.1 It is proposed that the contents of this report be noted and that the Committee support the officers' ongoing work to develop the proposals for the celebration of St Georges Day on the 23rd April 2005.

4.0 FINANCE

4.1 The estimated cost of this event is £10,000 which will be found from existing budgets.

5.0 LAW

5.1 Under Part I of the Local Government Act 2000 the Council may do anything it considers likely to achieve the promotion or improvement of the economic, social or environmental well-being of its area.

5.2 Section 111 of the Local Government Act 1972 enables the Council to do anything that is calculated to facilitate or is conducive to or incidental to the discharge of its functions.

6.0 EQUAL OPPORTUNITIES

6.1 The proposals take into account the Council's Equal Opportunities Policy.

7.0 RECOMMENDATION

7.1 That the proposals set out in paragraph 3.1 of this report be approved.



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Director of the Urban Environment - John B. Millar

Contact Officer: Rupert Dugdale ext 5538

Background documents used in the preparation of this report:-

1. Report to Halesowen Area Committee - St Georges Day Procession
17th November 2004